



ENERGY STAR® Updates and Welcome to Charlotte

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US EPA

November 8, 2011



Learn more at energystar.gov

Thank You to Sponsors



ENERGY STAR would like to thank the following partners for their generous support of the 2011 ENERGY STAR Products Partner Meeting.



Logistics for Planning Your Afternoon

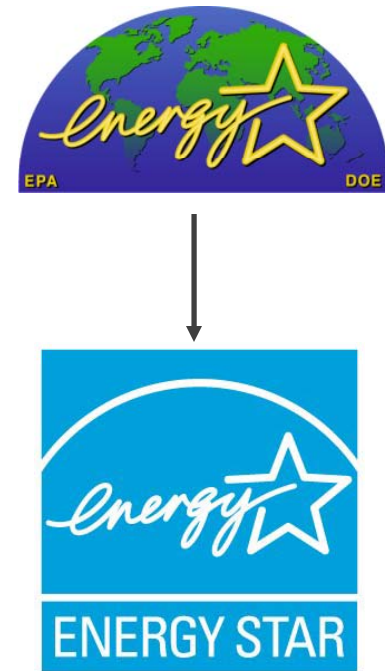


- Concurrent marketing and communications sessions
 - 2:30 – 6:00pm
- Retailer Summits
 - 2:30 – 6:00pm
- ENERGY STAR Partner Expo
 - 2:30 – 6:00pm
- Evening cocktail reception, hosted by Electrolux
 - 6:30 – 8:30pm

20 Years and Counting...



- The ENERGY STAR program was introduced in 1992
- Today: Label on over 60 product categories



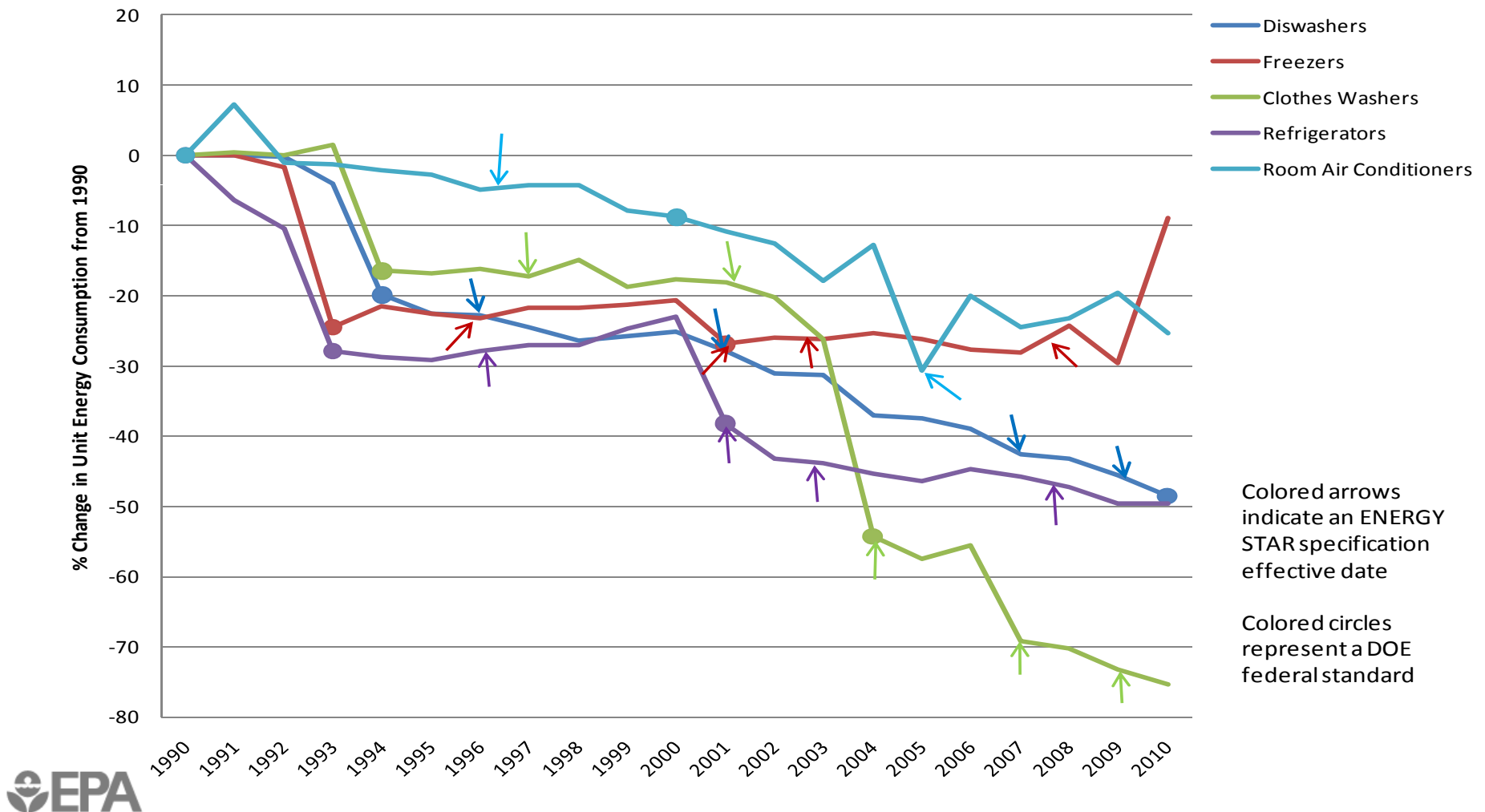
Program Starting Point....



Indicators: Appliance Energy Efficiency



Home Appliance Energy Efficiency Trends



Indicators: TV Power Consumption

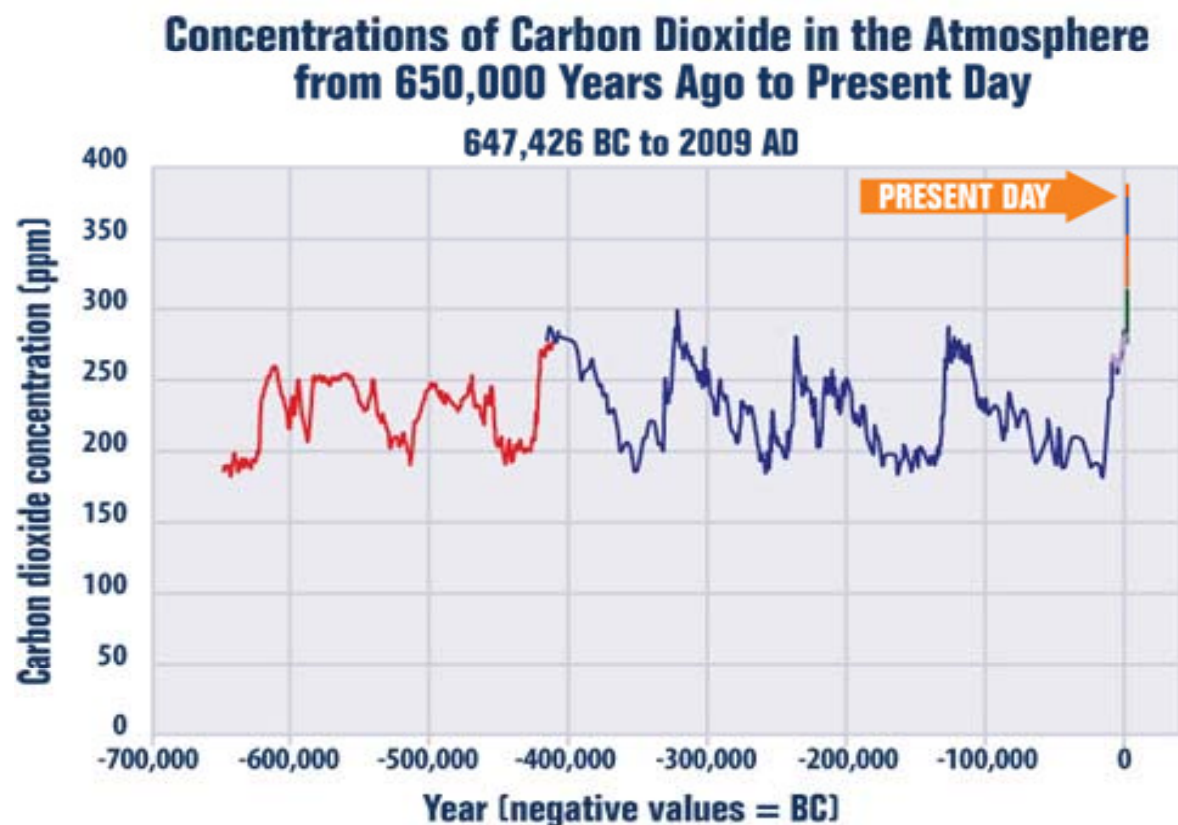


Estimated Unit Energy Consumption by Size Range for New TVs



Source: Navitas Partners' Analysis of U.S. TV Market

Indicators: Atmospheric CO₂



www.epa.gov/climatechange/indicators.html





Foundation Building: 21 New/Revised Specifications



New Specifications Completed/Expected:

UPS

Luminaires

Combination All-in-One Clothes Washers/Dryers



Revisions Completed/Expected:

Set Top Boxes

Televisions (V5 and 6)

Vent Fans

Ceiling Fans

Furnaces

Water Heaters (or Q1 2012?)

Dehumidifiers

Commercial Fryers

Commercial Ice Makers (New Product:
Flake/Nugget)

Commercial Dishwashers (New Product:
Flight)

Commercial Clothes Washers

Residential Dishwashers

Room Air Conditioners

Water Coolers

Decorative Light Strings

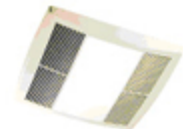
Audio/Video

Displays

Imaging

Boilers (Review)

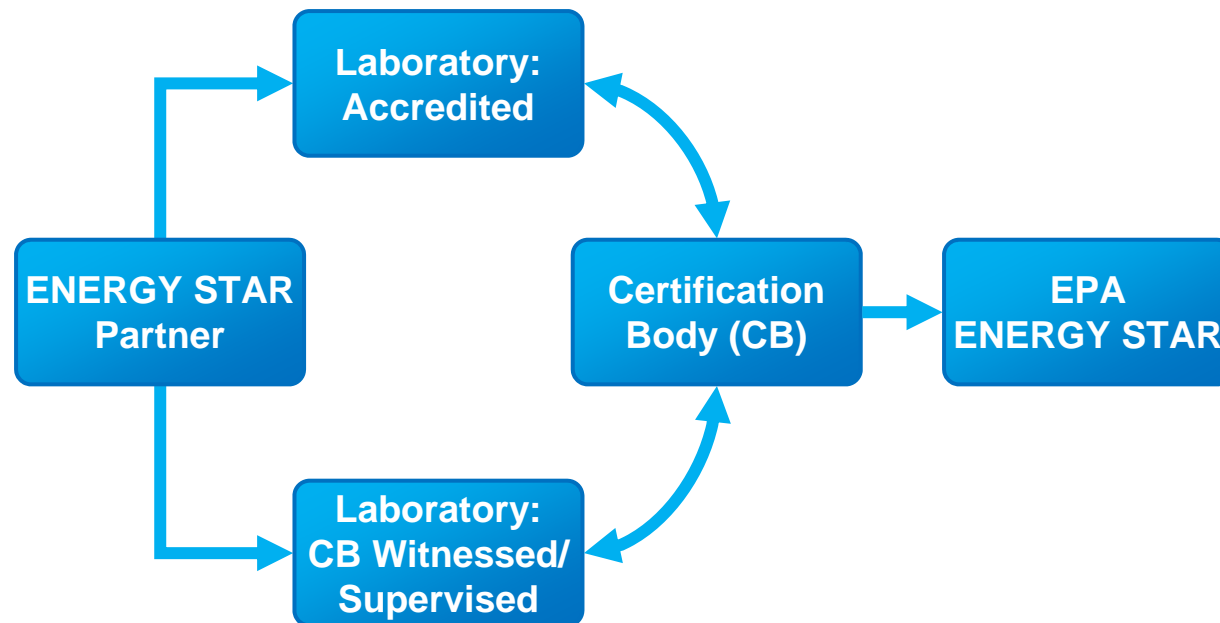
Air Cleaners (Review)



Foundation Building: Third-Party Certification



- Effective January 1, 2011
- Product performance must be certified by an EPA-recognized third-party based on testing in an EPA-recognized lab



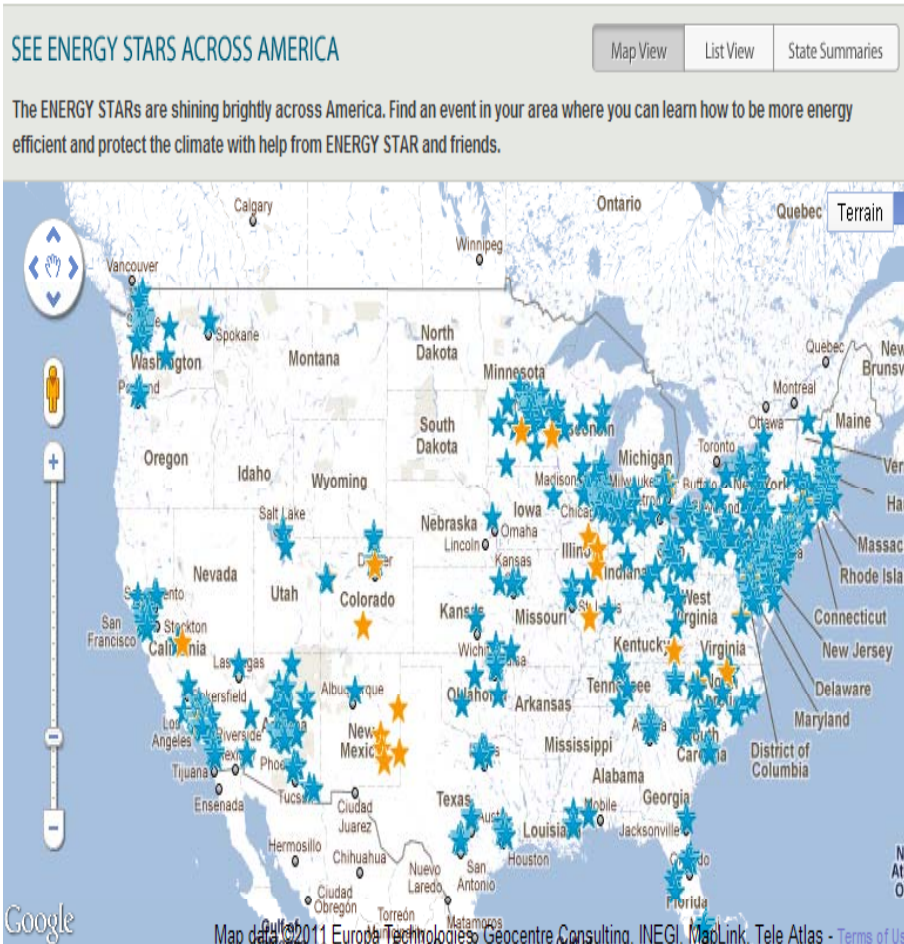
Foundation Building: Verification Testing Results



2010 Product Category	Disqualifications
Lighting	151
Appliances	29

2011 Product Category	Disqualifications
Lighting	164
Appliances	6

Marketing/Communications – National Campaign



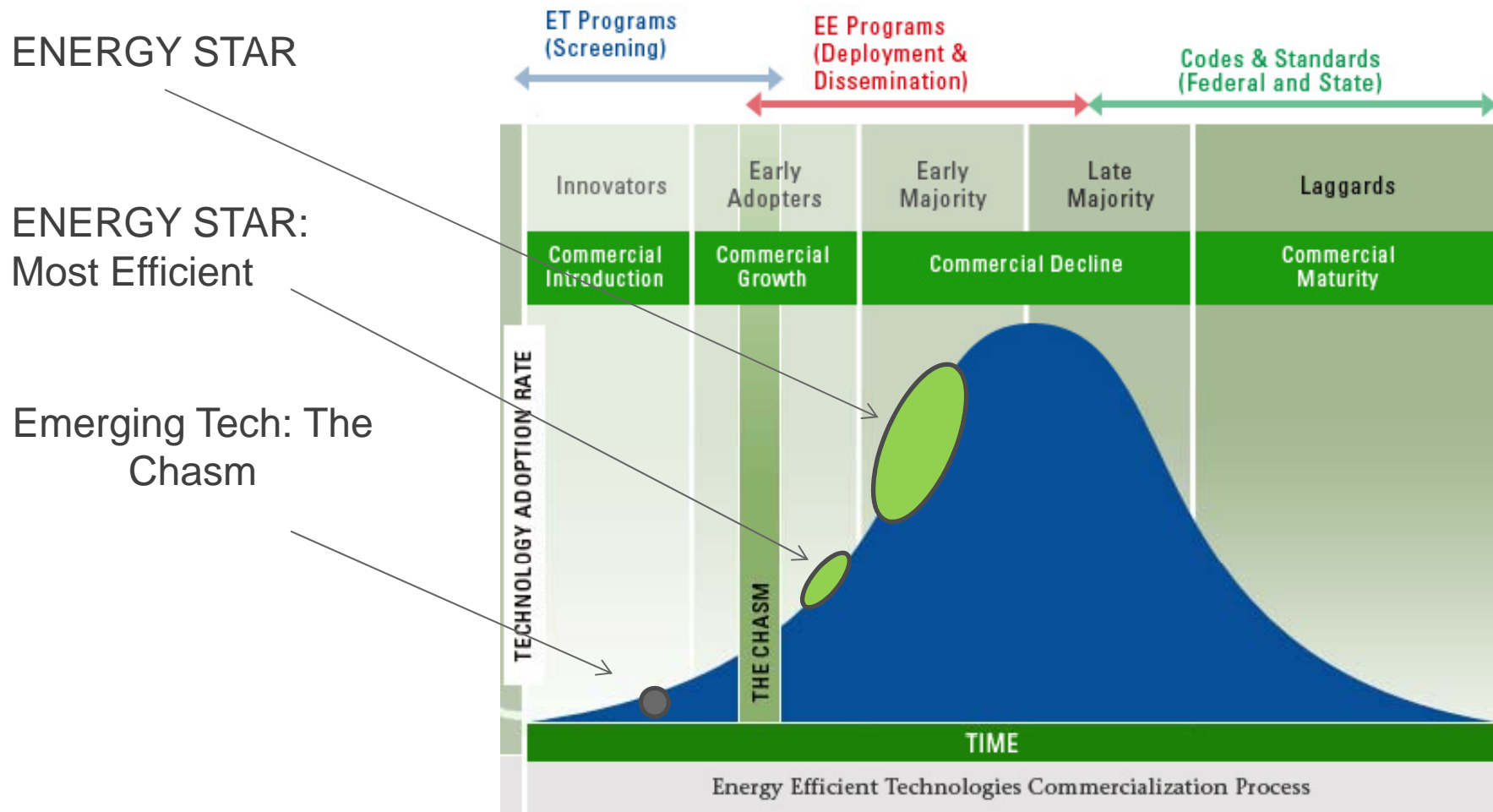
Goal: Convert interest into action

Elements:

- Stars Across America
- ENERGY STAR Pledge
- ENERGY STAR Video Challenge

Learn More/Participate:
Tomorrow, Tyron Room

Leading Edge: Emerging Technology, Most Efficient



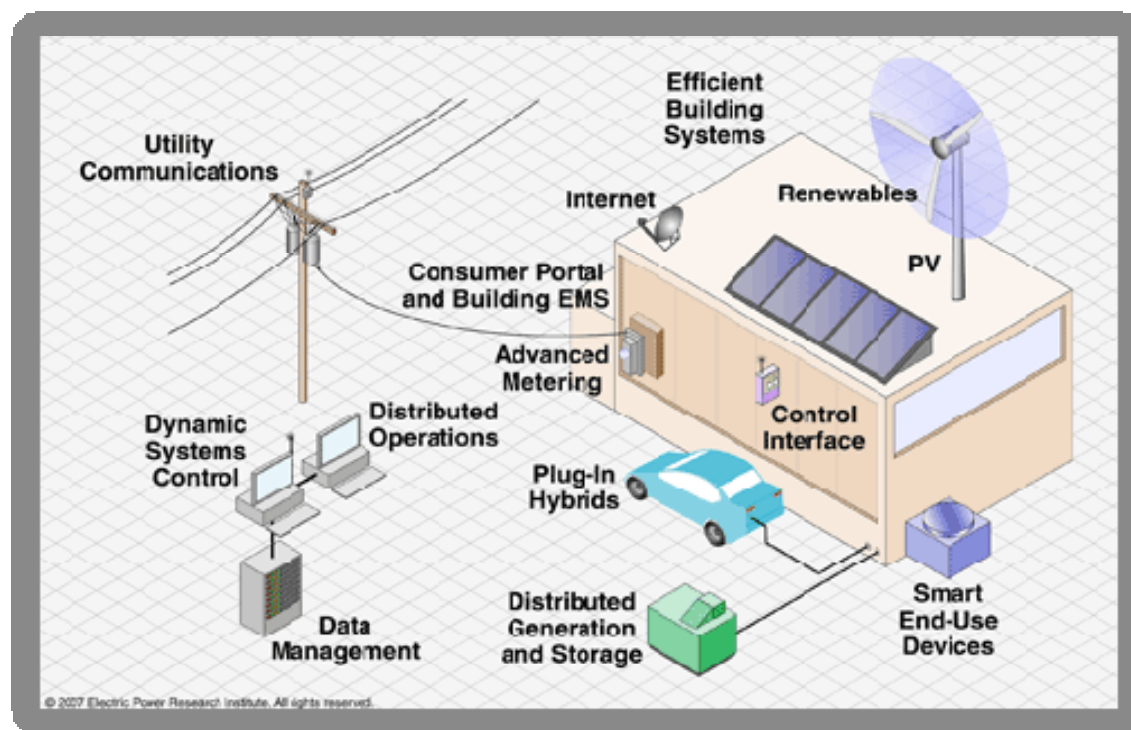
Leading Edge: Smart Grid

Home controls

Refrigerator/Freezers

Room AC, Clothes washers/dishwashers

**Learn More:
Tomorrow 2:30**



Leading Edge: ENERGY STAR Mobile

U.S. Mobile Apps vs. Web Consumption, Minutes per Day

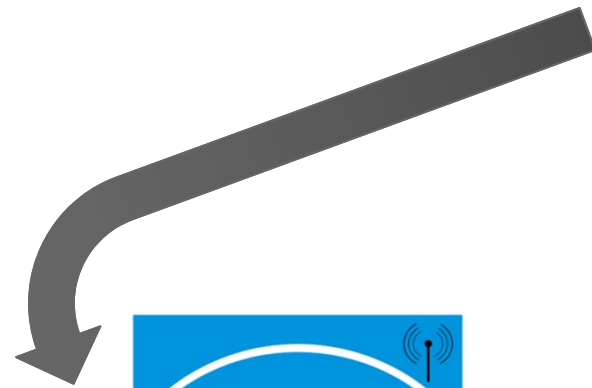


FLURRY

Sources: comScore, Alexa, Flurry Analytics



Learn More:
Today – 4:00PM



Summary: 2012 ENERGY STAR Priorities



Remain Relevant	18 New/Revised Specs Planned
Strengthen Foundation	Certification/Testing
Convert Interest Into Action	National Campaign
Evolve Program Reach	Emerging Tech/Most Efficient
Lead With Technology	Smart Grid/ENERGY STAR App

Thank You to All ENERGY STAR Partners

A large, dense, multi-column grid of small, colorful, abstract shapes and patterns, resembling a complex data visualization or a highly detailed map. The shapes are arranged in a regular grid pattern, with each cell containing a unique, multi-colored, abstract design. The colors are primarily red, orange, yellow, and green, with some blue and purple accents. The overall effect is a highly detailed, textured surface that changes as the viewer's perspective shifts.